

**CLAIMS:**

Having so described the invention, what I desire to claim and secure by Letters Patent is:

1. A new use of the normal printed calendar currently in common use in the United States and Europe by limiting the period reflected to one herein sometimes called the "normal appointment period " which "normal appointment period" always starts with a period selected from a category which includes a day, a week, and a month, which selected starting period is the same as the period in which the printed material containing same is to be distributed, and which "appointment period" continues to the end of a calendar period which varies according to the practices of the applicable industry regarding the time commonly recommended for providing like services on a periodic basis, going into the next calendar year if the total period to be reflected, being a maximum of thirteen months and as little as three weeks as measured from the commencement date of the calendar period used, extends into the subsequent calendar year. Any printed calendar depicting any such limited "appointment period" is sometimes termed an "Appointment Period Calendar" herein.

2. A printed appointment reminder incorporating an appropriate "Appointment Period Calendar" , called an "Appointment Period Calendar and Reminder" herein and composed of:

a) a sheet which has a top surface, a bottom surface, and a thickness which may vary but is commonly anticipated as being less than one quarter of an inch and which sheet is made of a material that is capable of and is often used for the purposes of printing information thereon, e.g. paper.

b) Space on the top surface for informational data respecting the entity giving said appointment reminder to a customer including but not limited to the name, address, and telephone number thereof.

c) Space on the top surface for inserting the date and time of the next appointment for a service to be provided to the customer receiving the said appointment reminder by the said entity giving said appointment reminder to a customer.

d) Space on the top and on the bottom surface for advertising to be imprinted thereon

e) Space for imprinting on the said top surface of a "normal appointment period" as described in claim 1 above. The novel calendar period depicted may sometime herein be termed an "Appointment Period Calendar" and will always commence with the current month or week in which the appointment reminder containing it is to be distributed, and terminate no more than a month after a period which includes the date commonly set in the particular type of business distributing such appointment reminder for the next appointment whether that period extends into the next calendar year or not. Included on any portion of the same area provided for such "Appointment Period Calendar", e.g. in one or more of the date blocks common to calendars may be places for printing information such as, for example and not by way of limitation: (i) reminding the user to contact the service provider about an appointment; (ii) suggesting use of products of the advertiser.

3. The appointment reminder described in claim 2. , excepting all the matter set out in 2. e) and substituting therefore

f) space on the said top surface for affixing thereto by adhesion or other

means such as stapling of a number of sheets each with a top surface, a bottom surface and an edge equal to the thickness thereof and which collectively have space for imprinting on the top surfaces thereof of a "normal appointment period" as described in claim 1 above. The novel calendar period depicted may sometime herein be termed a "Appointment Period Calendar" and will commence with the current month or week in which the appointment reminder containing it is distributed, and terminate no more than a month after a period which includes the date commonly set in the particular type of business distributing such appointment reminder for the next appointment whether that period extends into the next calendar year or not. Included on any portion of the same area provided for such "Appointment Period Calendar", e.g. in one or more of the date blocks common to calendars, may be places for printing information such as, for example and not by way of limitation: (i) reminding the user to contact the service provider about an appointment; (ii) suggesting use of products of the advertiser. Said sheets will be placed in calendar date order and padded by some means common in the print industry, e.g. glue or stitching. Each said sheet will have space on the top surface thereof for one or more days of the appropriate novel calendar period and on the top and bottom surface thereof for advertising information and other indicia as may be desired.

4. The appointment reminder as described in claim 2 further characterized by providing spaces on the said back surface for one or a plurality of flexible magnetic devices of one or more geometric shapes to be affixed thereto by an adhesive either pre-applied to the magnetic material or applied at some time subsequent to the printing of the pertinent data upon the first and second surfaces of a selected number of such appointment

reminders with the total surface area of that side of such magnetic devices as is to be adhesively attached to the appointment reminder not exceeding the surface area to which same are to be attached.

5. The appointment reminder as described in claim 3 further characterized by providing spaces on the said back surface for one or a plurality of flexible magnetic devices of one or more geometric shapes to be affixed thereto by an adhesive either pre-applied to the magnetic material or applied at some time subsequent to the printing of the pertinent data upon the first and second surfaces of a selected number of such surfaces with the total surface area of that side of such magnetic devices as is to be adhesively attached to the appointment reminder not exceeding the surface area to which same are attached.

## OBJECTS OF THE INVENTION:

It is one of the primary objects of this invention to utilize a calendar in a new way and thereby provide a single printed device which can concurrently:

a. provide manufacturers of goods commonly used by customers regularly using specific types of services (1) a unique means of getting their advertising information and sales promotions directly to such customers via the entity actually providing related services to such customers (herein sometimes called "service provider"), e.g. dental care product manufacturers would be enabled to place advertising on appointment reminder cards distributed by dentists to their patients and (2) enable such manufacturers to track the impact of such advertisements by identifying a coupon or discount imprinted on such appointment reminder with the unique calendar period reflected on such appointment reminder.

b. provide service providers who generally perform certain types of services on a periodic basis with an appointment reminder containing a calendar which reflects the full applicable period between appointments for services of a recurring type without reflecting past months. These could be purchased directly from a printer licensed or employed to use this patent or received free from a manufacturer who may purchase the right to advertising on such "Appointment Period Calendars and Reminders" commencing with a specified period and which are to be sent to a specified number of service providers or for all such providers in a specified area.

c. Provide consumers of a provider of services which have a need which is reoccurring with an appointment reminder incorporating a calendar period which reminder will both explicitly, by the date and time noted thereon, and by the lapse of the unique period reflected on the calendar, remind the customer of the need to have the service

repeated and provide such consumer with the contact information necessary to meet, confirm, or change such an appointment.

2. An ancillary objective is to make such reminders, together with the information regarding the service provider and the advertiser, if any, more prominent by using existing flexible magnetic sheet technology and affixing such magnets by adhesion to such appointment reminders so as to enable them to be removably affixed to home appliances, automobiles, and any other metal surface affected by magnetism.

3. An ancillary objective is to create a unique calendar which will lend itself to use by advertisers who may incorporate same with other advertising material, with or without contact information for specific providers of services, or space for such information, to be sent to a selected group as in the common advertising mailer or distributed document. As an example but not by way of limitation, generic reminders to contact their dentist for an appointment within the period shown on the "Appointment Period Calendar".depicted in the printed material could be sent or distributed to selected consumers by manufacturers of dental care products without use of dentists to make such distribution.

**DRAWINGS: See the single page of Drawings submitted herewith.**

Figure 1 is a frontal top view of a representative appointment reminder which essentially is rectangular without any of the printed indicia thereon showing simply the front surface 1, the hidden back surface 3, the edge 5 and a hidden representative magnetic strip 7 affixed to the back surface 3.

Figure 2 is a frontal bottom view of a representative appointment reminder intended to be the back or bottom view of that in Figure 1 which essentially is rectangular without

any of the printed indicia thereon showing simply the front surface 1, now hidden, the back surface 3, the edge 5 and a representative magnetic strip 7 affixed to the back surface 3.

Figure 3 is a frontal top view of a representative appointment reminder reflecting thereon that space can be provided on the front surface 1 for (i) advertising, (ii) the relevant "Appointment Period Calendar" (iii) the appointment date and time and (iv) the name, telephone number and any other desired information pertinent to the provider of the service who distributes the reminder to the customer.

Figure 4 is a frontal bottom view of the representative appointment reminder depicted in Figure 3 reflecting that space can be provided for advertising material to be imprinted thereon.

#### **DRAWING SPECIFICATIONS:**

The material depicted in Figures 1 through 4 as limited to the surfaces identified as 1, 3 and 5, is essentially rectangular with surface dimensions, surfaces 1 and 3, being less than or equal to 11" x 17", whether measured vertically or horizontally, and with a thickness 5, which is less than one quarter of an inch. Said material is expected to commonly be described as "paper" but may be any material which is now, or which may subsequently be, in common use to reflect printed material thereon.

The material represented by 7 in figures 1 and 2 is composed of any magnetic material which can be adhesively attached to the material on which the imprinted data is placed prior to such attachment. Said adhesion may be separately applied at the time of attachment or may be included by the seller of the magnetic material, e.g. be adhesion provided on the back of flexible magnetic sheets or portions thereof. Said magnetic

material may be in any shape and size and may be adhesively attached to the back, surface 3 as per said figures, in single or multiple units with the total surface area of the top or bottom of such magnetic material which is so attached being less than the total surface area of said surface 3 and of a thickness 9 which is less than one half inch but being of a total size adequate to removably attach, by magnetic forces, the entire said magnet and the printed material to which it is adhesively attached, i.e. the Appointment Period Calendar and Reminder, to a surface with ferrous material therein, e.g. a refrigerator.

#### **REFERENCE NUMERALS IN DRAWINGS:**

1. One surface of a strata suitable for printing.
3. The surface of such strata 180° from 1.
5. The thickness of such strata with surfaces 1 and 3.
7. Magnetic material with a thickness 9.